Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A content data processing system that initiates contact with prospective customers by displaying a selectable image or other advertisement, said system comprising:

a notice control module for controlling a notice of prize information;

a registration control module for registering, as applicant information, attributes of applicants who applied for the prize information:

a first content data creating module for creating content data in accordance with the attributes of the applicants in the applicant information; and

a transmitting module for transmitting the content data to the corresponding applicant;

wherein, for each applicant, a transmitting destination file is created for every combination of attributes, an e-mail address for said applicant is registered in said transmitting destination file, and said first content data creating module delivers said content data by e-mail to said e-mail address.

2. (Original) A content data processing system according to claim 1, further comprising an application accept module for receiving the applicant information on the attributes of the applicants, and accepting the applications for the prize information.

3. (Original) A content data processing system according to claim 1, further comprising an applicant information storage module for storing the applicant information.

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4. (Original) A content data processing system according to claim 1, wherein the applicant information contains an attribute for representing a relation between a commercial article in a predetermined category and the applicant.

5. (Previously Presented) A content data processing system according to claim 4, further comprising an article information acquiring module for acquiring article information on the commercial article in the predetermined category,

wherein said first content data creating module creates the content data on the basis of the article information acquired.

6. (Previously Presented) A content data processing system according to claim 1, further comprising a second content data creating module for creating other sets of content data corresponding to the applicant information,

wherein the content data contains a piece of information for accessing said other sets of content data.

7. (Currently Amended) A content data processing method that initiates contact with prospective customers by displaying a selectable image or other advertisement, said method comprising:

a step of processing information input into a notice control module and controlling a notice of prize information output from the notice control module;

a step of registering applicant information input into a registration control module, said applicant information including attributes of applicants who applied for the prize information;

a step of processing information input into a first content data creating module and creating content data in accordance with the attributes of the applicants in the applicant information; and

a step of transmitting the content data from said first content data creating module to the corresponding applicant via a transmitting module;

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wherein said step of transmitting said content data comprises:

creating a transmitting destination file for every combination of said applicant attributes in said applicant information;

registering said applicant's e-mail address in said transmitting destination file; and

delivering said content data by e-mail to said applicant's e-mail address.

8. (Previously Presented) A content data processing method according to claim 7, further comprising a step of receiving the applicant information on the attributes of the applicants and accepting the applications for the prize information via an application accept module.

9. (Previously Presented) A content data processing method according to claim 7, wherein the applicant information is input into an applicant information storage module and contains an attribute for representing a relation between a commercial article in a predetermined category and the applicant.

10. (Previously Presented) A content data processing method according to claim 9, further comprising:

a step of processing information input into an article information acquiring module and acquiring article information on the commercial article in the predetermined category; and

a step of processing information input into said first content data creating module and creating the content data on the basis of the article information acquired.

11. (Previously Presented) A content data processing method according to
claim 7, further comprising a step of processing information input into a second
content data creating module and creating other sets of content data corresponding to
the applicant information,

wherein the content data contains a piece of information for accessing said
other sets of content data.

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